

# **National ENERGY STAR Appliance Partner Meeting**

## **Logistics**

Biltmore Hotel, Providence, Rhode Island

Tuesday and Wednesday, September 24 & 25, 2002

Tuesday – 8:30 a.m. to 5:20 p.m.

Wednesday – 8:00 a.m. to 4 p.m.

## **Goals and Objectives**

1. Share strategies for increasing sales and market share of ENERGY STAR qualified appliances.
2. Form mutually beneficial cooperative partnerships among utility, state, regional, industry, and retail partners to combine resources to inform and educate consumers about the benefits of ENERGY STAR appliances and to spur sales of qualified models.
3. Learn strategies to expand the scope of targeted ENERGY STAR appliance markets to new construction and the national DOE low-income weatherization program.
4. Better understand the business models, motivations, and goals of industry, retailers, state governments, regional alliances, and utilities in the development of consumer education and promotions to spur purchases of ENERGY STAR appliances.
5. Understand the near-term and future directions of ENERGY STAR appliance support and promotions among partners and tactics to continue the evolution of market changes toward ENERGY STAR as the product of choice for consumers.

## **Sponsors**

The U.S. Department of Energy and the U.S. Environmental Protection Agency are sponsoring this meeting with generous funding and support from the following Northeast Energy Efficiency Partnerships sponsors.

Cape Light Compact

National Grid: Massachusetts Electric, Granite State Electric, Narragansett Electric, Nantucket Electric

Efficiency Vermont

Long Island Power Authority

Northeast Utilities: Connecticut Light & Power, Western Massachusetts Electric

The United Illuminating Company

NSTAR Electric

Unitil/Fitchburg Gas & Electric

## **Summary**

Over 120 appliance partners from around the country participated in the meeting. Highlights included the keynote address by John Millhone, Program Manager Office of Weatherization and Intergovernmental Programs, US DOE. In addition, several panel sessions stimulated discussion on unique program designs, low-income weatherization, residential new construction and appliance recycling. The key take away item is the opportunity for all partners to collaborate on the National ENERGY STAR Appliance Promotion, set to launch for consumers in April 2003. See [www.energystar.gov](http://www.energystar.gov) for more information.

The meeting provided adequate time for networking and many partners appreciated the opportunity to speak one-on-one with other partners during scheduled breakout sessions. Finally, a handful of partners provided feedback on the development of the new [energystar.gov](http://energystar.gov) web pages.

## **National ENERGY STAR HVAC Partner Meeting**

### **Logistics**

Biltmore Hotel, Providence, Rhode Island  
Thursday and Friday, September 26 & 27, 2002  
Thursday – 8:15 a.m. to 6:00 p.m.  
Friday – 8:00 a.m. to 4 p.m.

### **Goals and Objectives**

1. Share strategies for increasing sales and market share of ENERGY STAR qualified HVAC equipment.
2. Expand the scope of ENERGY STAR efforts to better integrate heating equipment messaging and support to partners on a national level.
3. Form mutually beneficial cooperative partnerships among utility, state, regional, industry, and retail partners to combine resources to educate consumers about the benefits of ENERGY STAR HVAC equipment and promote purchases of qualified equipment.
4. Better understand the business models, motivations, and goals of industry, retailers, state governments, regional alliances, and utilities in order to maximize coordination among partners.
5. Build a better understanding of all partners' perspectives about the issues of sizing, installation practices, maintenance protocols, and duct sealing, and explore options for working more closely together on advancing common interests in these areas.
6. Develop mechanisms to engage more equipment distributors and contractors in promoting the benefits of ENERGY STAR qualified equipment to their customers and supporting manufacturer, retail, state, utility, and regional promotional efforts.

### **Sponsors**

U.S. Environmental Protection Agency and the U.S. Department of Energy are sponsoring this meeting along with funding and support from the following co-sponsors from the Northeast Region:

Long Island Power Authority  
GasNetworks  
National Grid: Massachusetts Electric, Granite State Electric, Narragansett Electric, Nantucket Electric

## Summary

Over 120 residential HVAC partners from around the country participated in this meeting, the second of two National Partner Meetings held in Providence. Representatives from regional, state and utility programs met and interacted with manufacturers, retailers and distributors from the HVAC industry to explore coordination opportunities. These one-on-one scheduled breakout sessions proved to be a highlight of the meeting, as well as topic-specific panel sessions including contractor training and certification, programmable thermostat manufacturers, and the distributors panel. A key take away item from the meeting is the opportunity for all partners to participate in the 2003 National ENERGY STAR Cooling Promotion. See [www.energystar.gov](http://www.energystar.gov) for more information.